

# High-Scale Mobile Utility App Portfolio with 39.2M Monthly Active Users



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This is a dominant mobile utility business in the QR and barcode scanning category, deeply embedded in global consumer behavior. Generating one of the largest independent streams of first-party product scanning data outside of major retailers, the asset offers a unique bridge between physical intent and digital commerce

- **Financial Scale:** €13.76M Trailing Twelve Month (TTM) Revenue.
- **Massive Reach:** 39.2M Monthly Active Users (MAU) and 2.7M Daily Active Users (DAU).
- **Immediate Upside:** Normalizing UA spend to 50% of revenue unlocks **€6.8M in immediate profit**.
- **Operational Efficiency:** 100% founder-operated (5–10 hours/week) with no employees or overhead.

### The Strategic Prize: First-Party Commerce Data

The business transcends simple utility; it is a **high-fidelity behavioral engine**. Every scan represents a direct signal of purchase consideration.

Buyer Archetype	Strategic Opportunity
<b>Commerce Platforms</b>	A direct DTC entry point; redirecting scans to listings drives transaction revenue.
<b>AdTech &amp; Data</b>	Massive consented data for retail price intelligence and post-cookie targeting.
<b>Mobile Publishers</b>	39.2M MAU available for cross-promotion at zero marginal UA cost.
<b>App Aggregators</b>	Immediate profit optimization through UA reduction and subscription levers.

### Proven Scale & Durability

With over **863 million lifetime downloads**, the portfolio demonstrates extraordinary resilience across iOS and Android.

TARGET PRICE

\$42,000,000

GROSS REVENUE

\$13,760,000

EBITDA

\$6,800,000

BUSINESS TYPE

Application

COUNTRY

United States

BUSINESS ID

L#20261058

- **Organic Growth:** Strong organic baseline, with iOS organic install rates reaching 76% in late 2025.
- **Extreme Retention:** A legacy app removed from the store in 2020 continues to generate residual revenue years later without updates or marketing, proving habitual user behavior.
- **Platform Mix:** Diversified across Android (~89% MAU) and iOS (~11% MAU).

## Financial Performance & Profit Optimization

The business currently operates on a **high-reinvestment growth model**, reinvesting ~89% of revenue into a proprietary automated UA system to capture market share.

### Immediate Profitability Levers

UA Reinvestment Rate	Normalized Profit (€)	Margin (%)
<b>89% (Current)</b>	€1.46M	10.6%
<b>70%</b>	€4.07M	29.6%
<b>60%</b>	€5.45M	39.6%
<b>50% (Strategic Target) €6.82M</b>		<b>49.6%</b>

### Untapped Value Creation

Current monetization is concentrated (96%+ Google AdMob), leaving significant “blue ocean” opportunities for a strategic operator.

- **Commerce Integration:** Monetizing just 0.1% of DAU through affiliate/direct commerce could yield **€7M+ incremental annual revenue**.
- **Subscription Layer:** No current premium tier; a €1.99/mo subscription for 5% of MAU would generate massive recurring revenue.
- **Ad Mediation:** Transitioning to a mediated environment (e.g., AppLovin MAX) to increase eCPMs via demand competition.
- **Data Products:** Packaging daily scan events for retail analytics and AdTech targeting.

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